

Message Text

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TO USDOC WASHDC

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AMEMBASSY COPENHAGEN

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UNCLAS STOCKHOLM 2742

FOR BIC/OIM/BCD NORRIS LYNCH/A CAYA.

E.O. 11652 N/A

TAGS: BEXP, SW

SUBJ: COMMERCIAL PROGRAM: FRANCHISING PROMOTIONAL EFFORT.

REF: STOCKHOLM 4575, DEC 27, 1973, A-438, NOV 23, 1973,
A-14, JAN 16, 1973.

1. STC HAS REVIEWED THE FRANCHISE OPPORTUNITIES HANDBOOK IDENTIFYING U.S. FRANCHISORS IN AN EFFORT TO IDENTIFY POTENTIAL PARTICIPANTS IN A BETWEEN-SHOW-PROMOTION EFFORT AT THE STC.
2. STC PLANS PROVISIONALLY TO CO-HOST WITH THE MODERN MERCHANDISING MANAGEMENT ORGANIZATION OF SWEDEN AND RELATED ORGANIZATIONS IN THE OTHER NORDIC COUNTRIES A TWO OR THREE DAY SEMINAR PROGRAM AT STC ON SEPTEMBER 25-27, 1974. THIS PROGRAM WOULD CONSIST OF THE MMM ORGANIZATION PROMOTING ATTENDANCE BY NORDIC BUSINESSMEN INTERESTED IN POTENTIAL FRANCHISES AND BY STC INVITING US FRANCHISE COMPANIES TO MOUNT AT NO COST A SERIES OF SEMINAR PRESENTATIONS WITH THE INTERESTED NORDIC BUSINESSMEN.
3. STC, WITH THE AID OF THE "FRANCHISING OPPORTUNITIES HANDBOOK" HAS IDENTIFIED OVER 350 US FRANCHISORS WHO

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MAY BE INTERESTED IN CONSIDERING SUCH A VENTURE. STC

TOGETHER WITH THE MMM ORGANIZATION PLANS TO PREPARE AN INVITATIONAL LETTER ENCOURAGING PARTICIPATION BY US FRANCHISE COMPANIES. BACKGROUND INFORMATION ON THIS EFFORT IS PROVIDED IN THE REFERENCED MESSAGES.

4. ACTION REQUESTED: CAN YOU/WILL YOU PROVIDE INFORMAL ASSISTANCE TO THIS EFFORT BY:

A) CONTACTING SELECTED HIGH POTENTIAL FRANCHISORS TO ENLIST THEIR SUPPORT/PARTICIPATION.

B) ENLIST INTERNATIONAL FRANCHISE ASSOCIATION SUPPORT FOR THIS EFFORT.

C) ASSIST IN MAILING PROMOTIONAL INVITATIONS BY QUALIFYING POTENTIAL PARTICIPATING US COMPANIES.

5. PLEASE REPLY BY TELEGRAM.
STRAUSZ-HUPE

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